

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Greer Margolis Mitchell Burns**  
**Attention: Accounts Payable**  
**1010 Wisconsin Ave, Suite 800**  
**Washington, DC 20007**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
936597-1	07/29/12	July 2012	06/25/12 - 07/29/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	OBAMA FOR AMER SKED	1507

Flight Dates	Order #	Alt Order #
07/25/12 - 08/07/12	936597	06252898

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	07/26/12	07/27/12	THE CHEW	1P-2P	---TF--	:30	2	\$225.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---TF--	2	\$225.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF	Th	07/26/12	1:34 PM	THE CHEW	1P-2P	:30	OFA-12-G-082H	\$225.00	NM
1 WPBF	F	07/27/12	1:57 PM	THE CHEW	1P-2P	:30	OFA-12-G-082H	\$225.00	NM
2	07/26/12	07/27/12	10-11a Anderson Cooper 10-11a	10-11a	---TF--	:30	1	\$200.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---TF--	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF	F	07/27/12	10:36 AM	10-11a Anderson Cooper	10-11a	:30	OFA-12-G-082H	\$200.00	NM
3	07/26/12	07/27/12	The View	11A-12PM	---TF--	:30	1	\$575.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---TF--	1	\$575.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF	Th	07/26/12	11:00 AM	The View	11A-12PM	:30	OFA-12-G-082H	\$575.00	NM
4	07/26/12	07/27/12	Jimmy Kimmel	12:06-01:06AM	---TF--	:30	1	\$75.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---TF--	1	\$75.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF	F	07/27/12	12:45 AM	Jimmy Kimmel	12:06-01:06AM	:30	OFA-12-G-082H	\$75.00	NM
5	07/26/12	07/27/12	1230-1P Access Hollywood	1230-1p	---TF--	:30	1	\$225.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---TF--	1	\$225.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF	Th	07/26/12	12:43 PM	1230-1P Access Hollywood	1230-1p	:30	OFA-12-G-082H	\$225.00	NM
6	07/26/12	07/27/12	WPBF News 25 @ Noon	12pm-1230pm	---TF--	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---TF--	1	\$275.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>



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Invoice #	Invoice Date	Invoice Month	Invoice Period
936597-1	07/29/12	July 2012	06/25/12 - 07/29/12
Advertiser	Product	Estimate Number	
Obama/D/President	OBAMA FOR AMER SKED	1507	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	07/26/12	07/27/12	WPBF News 25 @ Noon 12pm-1230pm	12pm-1230pm	---TF--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	07/26/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	OFA-12-G-082H	\$275.00 NM
7	07/26/12	07/27/12	WPBF News 25 @ 5am 5-530am	5-530am	---TF--	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/23/12	07/29/12	---TF--	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	07/27/12	5:23 AM	WPBF News 25 @ 5am	5-530am	:30	OFA-12-G-082H	\$175.00 NM
8	07/26/12	07/27/12	M-F 5pm News	5-6pm	---TF--	:30	1	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/23/12	07/29/12	---TF--	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	07/26/12	5:54 PM	M-F 5pm News	5-6pm	:30	OFA-12-G-082H	\$475.00 NM
10	07/26/12	07/27/12	WPBF News 25 @ 6:00PM 6-6:30PM	6-6:30PM	---TF--	:30	1	\$625.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/23/12	07/29/12	---TF--	1	\$625.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	07/27/12	6:09 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	OFA-12-G-082H	\$625.00 NM
11	07/26/12	07/27/12	WPBF News 25 Mornings 6-7AM	6-7AM	---TF--	:30	1	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/23/12	07/29/12	---TF--	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	07/27/12	6:09 AM	WPBF News 25 Mornings	6-7AM	:30	OFA-12-G-082H	\$400.00 NM
12	07/26/12	07/27/12	Good Morning America	7-9AM	---TF--	:30	1	\$475.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/23/12	07/29/12	---TF--	1	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	07/26/12	8:30 AM	Good Morning America	7-9AM	:30	OFA-12-G-082H	\$475.00 NM
13	07/26/12	07/27/12	Jeopardy	7:30-8PM	---TF--	:30	1	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/23/12	07/29/12	---TF--	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	07/26/12	7:34 PM	Jeopardy	7:30-8PM	:30	OFA-12-G-082H	\$1,600.00 NM
14	07/26/12	07/27/12	Dr. Oz M-F 9-10a	9-10a	---TF--	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/23/12	07/29/12	---TF--	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	07/27/12	9:55 AM	Dr. Oz M-F 9-10a	9-10a	:30	OFA-12-G-082H	\$250.00 NM
15	07/28/12	07/28/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	07/23/12	07/29/12	-----1-	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	07/28/12	6:43 AM	Sat 6-7am News	Sat 6-7am	:30	OFA-12-G-082H	\$175.00 NM
16	07/28/12	07/28/12	Sat 630pm News	630-7pm	-----1-	:30	1	\$325.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)

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936597-1	07/29/12	July 2012	06/25/12 - 07/29/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Obama/D/President	OBAMA FOR AMER SKED	1507	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	-----1-	1	\$325.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa	07/28/12	6:55 PM	Sat 630pm News	630-7pm	:30	OFA-12-G-082H	\$325.00	NM	
17	07/28/12	07/28/12	Sat Wheel Of Fortune	Sat 7-730PM	-----1-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	-----1-	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa	07/28/12	7:24 PM	Sat Wheel Of Fortune	Sat 7-730PM	:30	OFA-12-G-082H	\$400.00	NM	
18	07/28/12	07/28/12	Sat Jeopardy	Sat 7:30-8PM	-----1-	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	-----1-	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa	07/28/12	7:35 PM	Sat Jeopardy	Sat 7:30-8PM	:30	OFA-12-G-082H	\$500.00	NM	
19	07/29/12	07/29/12	Chris Matthews	Sun 10-10:30AM	-----1	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	-----1	1	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Su	07/29/12	10:29 AM	Chris Matthews	Sun 10-10:30AM	:30	OFA-12-G-082H	\$300.00	NM	
20	07/29/12	07/29/12	Sun 630pm News	630-7pm	-----1	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	-----1	1	\$325.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Su	07/29/12	6:52 PM	Sun 630pm News	630-7pm	:30	OFA-12-G-082H	\$325.00	NM	
21	07/26/12	07/29/12	M-SUN WPBF News 25 @ 11-11:35PM	11PM 11-11:35PM	---TFSS	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	07/23/12	07/29/12	---TFSS	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Th	07/26/12	11:28 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	OFA-12-G-082H	\$800.00	NM	
<u>Total Spots</u>							<b>21</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$8,625.00</b>
<u>Agency Commission</u>	<b>\$1,293.75</b>
<u>Net Amount Due</u>	<b>\$7,331.25</b>